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Message Text

UNCLASSIFIED

PAGE 01 NOUAKC 01875 151629Z

43
ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W
---------- 108360
R 151513Z SEP 75
FM AMEMBASSY NOUAKCHOTT
TO SECSTATE WASHDC 4386

UNCLAS NOUAKCHOTT 1875

E.O. 11652: N/A
TAGS: BEXP MR
SUBJECT: PRODUCT OPPORTUNITY - AMC/JEEP T.O.

REF: STATE 217318

1. EMBASSY APPRECIATES FEEDBACK CONTAINED REFTEL. ALTHOUGH WE UNABLE TO EXPLAIN DISCREPANCY IN INFORMATION CONCERNING ORDER FOR TWO WAGONEERS, WE ARE SURPRISED AT AMC/JEEP INQUIRY ABOUT LEFT-OR-RIGHT-HAND DRIVE. VEHICLES IN MAURITANIA ARE LEFT-HAND DRIVE. WE WOULD HAVE HOPED THAT ANY AMERICAN VEHICLE MANUFACTURER WHICH IS REALLY INTERESTED IN MAURITANIAN MARKET IS AWARE OF THIS FACT. AMC/JEEP IGNORANCE OF LOCAL MARKET SITUATION IS SYMPTOMATIC OF COMPANY'S APPROACH TO SELLING VEHICLES IN MAURITANIA. IN VIEW OF AMC/JEEP'S APPARENT LACK OF INTEREST IN MARKET AND QUESTIONALBE COMPETENCE IN SELLING VEHICLES IN MAURITANIA, SUGGEST DEPARTMENT URGENTLY INTEREST ANOTHER US MANUFACTURER OF 4-WHEEL DRIVE VEHICLES IN THIS XCELLENT MARKET OPPORTUNITY FOR US PRODUCT.

2. AT SAME TIME, EMB OFF WILL INFORM LOCAL JEEP AGENT THAT LETTER IS ENROUTE EXPLAINING AMC/JEEPHAS NO RECORD OF ORDER FOR TWO WAGONEERS AND THAT LETTER OF CREDIT NECESSARY BEFORE COMPANY ABLE TO RESPOND.HANDYSIDE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NOUAKC01875
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750319-0371
From: NOUAKCHOTT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750950/aaaabrpi.tel
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Office: ACTION COME
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 217318
Review Action: RELEASED, APPROVED
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Review Comment: n/a
Review Content Flags:
Review Date: 22 JAN 2003
Review Event:
Review Exemptions: n/a
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EO Systematic Review
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